

Message Text

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72

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 AID-20 AGR-20 SWF-02

CIAE-00 INR-11 NSAE-00 RSC-01 /086 W

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R 061630Z SEP 74

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC 5003

INFO USIA WASHDC

UNCLAS MANAGUA 3476

USIA FOR ILA AND IBS

E. O. 11652: N/A

TAGS: ETRD, NU

SUBJECT: COMMERCIAL ACTION PROGRAM (ACP) TASK FORCE MEETING,
AUGUST 30, 1974

1. COMMERCIAL OFFICER REPORTED THAT ALL BUT ONE OF THE CAP ACTIONS SCHEDULED THROUGH AUGUST 31 WERE COMPLETED. AN EXPANDED MAILING LIST OF 582 NAMES WAS DRAWN UP FOR THE COMMERCIAL NEWSLETTER AND THE FIRST MAILING MADE TO THIS LIST DURING THE LAST WEEK OF AUGUST. FOLLOW-UP TELEPHONE CALLS ON THE NATIONAL HARDWARE SHOW INDICATED THAT 3 PEOPLE WILL ATTEND. THE MARKET STUDY ON FOOD PROCESSING AND PACKAGING AND SURVEY OF THE TOP PROGRAM WERE COMPLETED AND WILL BE SUBMITTED NEXT WEEK.

2. THE COMMERCIAL OFFICER ALSO REPORTED THAT FINAL DATA ON 1973 NICARAGUAN IMPORTS SHOW THAT THE U.S. SHARE HAD GROWN TO 34.3 PERCENT FROM 31.3 PERCENT IN 1972. U.S. EXPORTS TO NICARAGUA REVERSED A DOWNWARD TREND, GROWING 64.5 PERCENT FROM 68.2 MILLION DOLLARS IN 1972 TO 112.2 MILLION IN 1973.

3. THE PUBLIC AFFAIRS OFFICER REPORTED THAT WE HAD NOT YET RECEIVED THE USIA FILM ON THE TOP BUT THAT WE WOULD USE IT ON TV AS SOON AS IT ARRIVES. HE SAID HE HAD WRITTEN TO USIA TO DETERMINE WHAT VISUAL MATERIALS WOULD BE AVAILABLE TO
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SUPPORT OUR CAP CAMPAIGNS. HE ASKED THAT AN ARTICLE BE INCLUDED IN THE COMMERCIAL NEWSLETTER ABOUT THE USIS

SPONSORED 5-MINUTE RADIO PROGRAM ON NEW PRODUCTS THAT IS
AIRED 6 DAYS A WEEK ON A LOCAL RADIO STATION.

4. THE COMMERCIAL OFFICER REPORTED THAT MORE THAN 70
LETTERS HAD BEEN SENT OUT ON THE PACKAGING SEMINAR TO BE
HELD IN GUATEMALA CITY AND SAN JOSE AND SAID HE EXPECTED
SEVERAL PEOPLE TO ATTEND.
SHELTON

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